

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/3

Advertiser Making Request: Now or Never Pac

Political Party or
Nature of Advertising Message: Issue

Flight Dates: 8/3-8/7

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Media Placement Technologies
336 Commerce St
Alexandria, VA 22314

Contract # 1350010

Schedule Dates 08/06/12-08/07/12
Advertiser Now Or Never (73325)
Agency Media Placement Technologies (1352)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 8387/ NOW OR NEVER PAC (465728)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name MARTIN, LYNN
Phone/Fax /
CPE 8387
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments NOW OR NEVER PAC
NOW OR NEVER PAC
REP-FRAN BROWN

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09782462
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$222.75
Net Total \$1,262.25
Sales Tax

St Louis (KDNL)
By Broadcast Month Spots Rate
Aug. 2012 13 \$1,485.00
Grand Total: 13 \$1,485.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/06/12-08/07/12	2	:30	6A- 7A (CST)	3	X	X						3	\$45.00	\$135.00	St Louis (KDNL)	ABC WORLD NEWS	8/3/12
2.0	Normal Line / SPOT (2)	08/06/12-08/07/12	2	:30	7A- ABC-Good Morning America	3	X	X						3	\$75.00	\$225.00	St Louis (KDNL)	GMA	8/3/12
3.0	Normal Line / SPOT (3)	08/06/12-08/07/12	2	:30	5P- News-ABC 30 News at 5pm	3	X	X						3	\$175.00	\$525.00	St Louis (KDNL)	NEWS	8/3/12
4.0	Normal Line / SPOT (4)	08/06/12-08/06/12	2	:30	10P- News-ABC 30 News at 10pm	2								2	\$175.00	\$350.00	St Louis (KDNL)	NEWS	8/3/12
5.0	Normal Line / SPOT (5)	08/06/12-08/06/12	2	:30	10:35P- ABC-Nightline	2								2	\$125.00	\$250.00	St Louis (KDNL)	NIGHTLINE	8/3/12

Rep Order# 9782462 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/03/2012 8:15 AM
Last Received: 08/03/2012 7:23 AM
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product NOW OR NEVER PAC

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN

Estimate# 8387

Agency C/P1/P2/E //8387

Salesperson Phone# 215-563-5400

Buyer LYNN MARTIN

Flight Dates 08/03/2012 - 08/07/2012

Salesperson FAX# 215-563-2974

Fax#



--- CONTRACT COMMENT ---

NOW OR NEVER PAC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/06-08/07	6A-7A	ABC WORLD NEWS	:30	\$45.00	M-TU	3	1	3	\$135.00
Rating: 1.0										
2	08/06-08/07	7A-9A	GMA	:30	\$75.00	M-TU	3	1	3	\$225.00
Rating: 1.0										
3	08/03-08/07	5P-530P	NEWS	:30	\$175.00	F,M-TU	3	1	3	\$525.00
Rating: 2.5										
4	08/03-08/06	10P-1035P	NEWS	:30	\$175.00	F,M	2	1	2	\$350.00
Rating: 3.5										
5	08/03-08/06	1035P-1105P	NIGHTLINE	:30	\$125.00	F,M	2	1	2	\$250.00
Rating: 1.3										

---REPORT TOTALS---

Report Totals: 13 / \$1,485.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$1,485.00

Rep Order# 9782462 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/03/2012 8:15 AM
Last Received: 08/03/2012 7:23 AM
Showing Buylines: All Lines

2 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU

Product NOW OR NEVER PAC

Estimate# 8387

Buyer LYNNE MARTIN

Phone#

Fax#

Sales Totals: 13 / \$1,485.00

Station Totals: 13 / \$1,485.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$55,000

---COMPETITIVE COMMENTS---

Agency () MEDIA PLACEMENT TECHNOLOGIES

500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314

Agency C/P1/P2/E //8387

Flight Dates 08/03/2012 - 08/07/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON
Salesperson () FRANK BROWN

Salesperson Phone# 215-563-5400

Salesperson FAX# 215-563-2974

CABL	0%	KDNL	2%	KMOV	27%	KPLR	0%	KSDK	55%
KTVI	13%	UNKN	0%	WRBU	0%				

Books FEB12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lynn Martin - Media Placement Technologies do hereby request station time concerning following issue:

Now or Never Super PAC

Broadcast Length	Time of Day Rotation or Package	Days	Class	Time Per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Now or Never Super PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ YES

☒ NO

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the Payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐

a corporation;

☐

a committee;

☐

an association;

☐

or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/2/12
Date

[Signature]
Signature

703.836.3545
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter
of National Importance**

Broadcast Length	Time of Day Rotation or Package	Days	Class	Time Per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.